

FSC-99-B

ROU Brief - 6/11/97

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

CONTENTS

- Mercury/Analyzer Updates
- New Cigarette/Tobacco Store (CTS) 8-Case Displays
- Home Office to Field Sales Communications
- Internet E-Mail Available for KAM's/AM's

➔ Mercury/Analyzer Updates (Contact: Region Business Managers)

With communication on Monday, June 16, following Mercury enhancements will be downloaded to your PC.

- Wholesale Partners Tracking Reports can now be scheduled. When selecting Time Periods, can now select Current Program-to-date for scheduling purposes, can create request for one year, will result in report based on most current Partners Program Period.
- Saved selections can be deleted from Use Selection option.
- When user selects Volume Trending Category, a "Last update Month: xxxxxxxx" will be displayed.
- When user makes selection in a folder, checkmark will appear next to folder label. Will now be able to see in which folders selections made.

➔ New Cigarette/Tobacco Store (CTS) 8-Case Displays (Contact: Sharon Reid, #2584)

- IMPORTANT: Order remaining 8-Case Displays #527951 (for CTS outlets) ASAP
 - Once order is entered, display will ship one week later from supplier.
- DORAL CTS June POS Kits #525155 and DORAL CTS June Onserts #525152 to be utilized on 8-case display.

➔ Home Office to Field Sales Communications (Contact: Dick Luongo, #6110)

Based on Field Sales recommendations, following steps will be taken to improve Home Office to Field Sales communications:

- FSC letters classified and sent from Winston-Salem as follows:
 - "A" letter to selected Managers as designated on FSC grid.
 - "B" letter to all Managers.
 - "C" letter to all Managers and all Sales/Retail Representatives.
- All FSCs, including ROU Brief, to be sent to all Managers from Winston-Salem (B letter) unless otherwise indicated.
- Acronyms reduced and more clearly defined.
- FSC updates to be sent as addendum to original letter instead of separate letter to minimize confusion.
- Indexing developed for ROU Brief to improve retrieval procedures due to multiple topics.
 - Document called "Contents" created which lists topics in each ROU Brief.
 - Microsoft Word document posted on the G:/drive under G:/Sales/Brief.
 - "Read-file" only, available 6/16/97.
- Will eliminate Rep vs. ROU designation in ROU Brief. ROU to determine what Reps need to receive.
- Quarterly workplan marketing objectives to be streamlined; will focus on monthly/quarterly promotion objectives (effective with fourth quarter workplan).
- Will provide capability to utilize quarterly workplan POS pages as order forms (effective with fourth quarter workplan).
- Whenever possible, will communicate systems problems/corrections via voicemail (national) or e-mail (local).
- Whenever possible, systems updates communicated one week in advance via FSC letter/ROU Brief.
- Communicate any further recommendations to Dick Luongo, extension #6610, Fax #7851, e-mail Luongo, Richard J.

➔ Internet E-Mail Available for KAM's/AM's (Contact: Chris Minner, #1642)

- Internal company e-mail facility expanded to provide RJR field users ability to send e-mail across Internet network. Service available to any KAM/AM wanting to communicate with customers using Internet e-mail.
- RJR customers must have an Internet e-mail address before Internet e-mail can be sent. Customers with Internet e-mail can provide an e-mail address, i.e., "JONESB@AOL.COM" or "SMITH@KROGER.COM". As information: America On-line, CompuServe, and others provide access to Internet and Internet e-mail.
- Sending/receiving Internet e-mail messages same as company e-mail. Internet e-mail received during normal communication with company mail and viewed in same manner. Sending message to customer no different, other than addressing document to outside source.
- Access to Internet e-mail function obtained by e-mailing request to Chris Minner. Access established and user notified via e-mail with instructions for setup and use.
- Be aware of following Internet e-mail issues:

SECURITY

Internet e-mail IS NOT secure. Nothing confidential should be sent via Internet e-mail. Only information that could be read by anyone using Internet should be sent.

ATTACHMENTS

Attachments such as Word Documents and Excel Spreadsheets can be sent using Internet e-mail; however, receiving Internet e-mail user must have Word or Excel Package on their computer to read attachment.

• If Judy wants to use Send E-mail to Chris Minner who will handle & provide instructions on use!

51859 0931

To: Noonan, R, Ridge, Robert, Burrows, Robert, Westenberger, R, Smith, Richard A., Jurgensen, Kurt T.,
Leonard, John M., Norris, Chuck H., Eckardt, Diane C.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/13/97 8:49
Opened: 6/13/97 8:49
Subject: FWRD: FSC-99-B ROU Brief

Forwarding the following - any questions, please advise...

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: FSC-99-B ROU Brief
Posted: 06/12/97 18:51
Priority: Normal Priority

[[FSC99B.DOC : 3381 in FSC99B.DOC]]

CC: Macleod, Stephen

51859 0932